

ABSTRACT OF THE DISCLOSURE

A method and system for obtaining orders from customers on an e-commerce website. A mailing list of potential customers having a particular interest is chosen, and then obtained through a purchase or lease arrangement. The list is then screened to eliminate duplicate names and names of persons not meeting certain other criteria. First and last names from the screened mailing list are stored in a website server. The screened list is also mailed to the potential customers using postcards chosen for high visibility and contrast with the information printed on the postcards. The names and mailing addresses are printed on the front of the postcards, while on the back of the postcards is printed the website's URL concatenated with corresponding first and last names of the potential customers and an offer designed to induce the addressees to log onto the website and place an order. A program on the server seeks to match the login names with the stored names. If a login name is matched with a stored name, a special promotional offer page is to presented to the person logging onto the website.

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